



The Fully Networked Car

A Workshop on ICT in Vehicles

GENEVA, 2-4 MARCH 2005
PALEXPO CONGRESS CENTRE, ENTRANCE DOOR E3, ROOM D

Introduction:

ITU-T is partnering with one of the world's largest automobile events – the Geneva Motor Show – to host a second workshop, jointly organized with ISO, focusing on the synergy between the information and communication technologies (ICT) and automotive sectors. The workshop will take place 2-4 March 2005, during the 75th Geneva International Motor Show.



ICTs in cars is an area of significant interest and impact. All major car manufacturers are looking to incorporate some level of ICT functionality into their vehicles. The fully networked car is a goal of manufacturers seeking to offer improved safety and a better driver experience.

In 2003, ITU-T's Workshop on Standardization in Telecommunications for Motor Vehicles presented a programme led by major players in the field and more than 80 attendees from car and systems manufacturers. The event saw the formation of the "Advisory Panel for Standards Cooperation on Telecommunications related to Motor Vehicles", which has held several meetings and is spearheading the 2005 event.

As with the 2003 programme, the 2005 workshop will offer the automotive and ICT industries an opportunity to exchange ideas on the future of ICTs in motor vehicles, with an emphasis on standardization.

This year's event plans several segments specifically targeting high-level decision-makers. These sessions will examine topics such as the need for consensus between the public and private sectors and business models for interlinking the car and telecom businesses. Additional technically oriented sessions will examine topics such as telematics and diagnostics, safety, the integration of in-vehicle systems with existing and future telecommunica-

tion infrastructures, and communications and the mobile office.

This workshop will be broadcast on audio live through the workshop website.

Workshop Objectives:

- exchange ideas on the future of ICTs in motor vehicles, with an emphasis on standardization between the automotive and telecommunication industries;
- examine topics important to decision-makers such as the need for consensus between the public and private sectors, and business models for interlinking the car and telecom businesses;
- examine technical topics such as telematics, diagnostics, safety, the integration of in-vehicle systems with existing telecommunication infrastructures, communications and the mobile office.

The Fully Networked Car Advance Programme

2 MARCH, DAY 1
ENTRANCE DOOR E3, ROOM D

09:30-10:30

Opening Session: Introduction and Workshop Scope

Mr Paul Najarian, *Director of Telecommunications & Standards, Intelligent Transportation Society of America*

This workshop will bring the automotive and telecommunication industries together to exchange ideas on the future of information and communication technologies (ICT) in motor vehicles. Subjects for discussion will include the standardization of frequencies for emergency systems, voice recognition, telematics, mobile office systems and the integration of solutions into existing infrastructures and systems.

11:00-12:30

Session 1: Business Model Discussions

Mr Michael Noblett, *Chairman ISO TC-204, SEI Information Technology*

A panel of stakeholder representatives will address how multiple business models converge, evolve and become replaced over time as market forces determine the best-value propositions for the technology being advanced. Examples from specific stakeholder groups will look to explain why the commercial elements of this new telematic ecosystem cannot follow a pre-defined plan, and discuss the level of variation and business models that can evolve with early participation in the standards, technology development and implementation.

14:00-15:30

Session 2: The Policy Issues – Safety, Security, Privacy and Liability

Mr Scott McCormick, *Executive Director of the Automotive Multimedia Interface Collaboration (AMI-C)*

Consensus between public and private sectors is needed to address overlaps between safety, security, privacy and liability issues. A panel of global experts will frame the major issues in this domain to help broaden discussion.

16:00-17:30

Session 3: Standards Harmonization

Mr Reinhard Scholl, *Deputy Director of TSB, ITU*

Industry and standards organization representatives will address how collaboration between all stakeholders (suppliers of communications, vehicles, infrastructure and applications/services) will impact standards development. Examples of the benefits of harmonizing global automotive standards in the past (such as the biannual Global Automotive Standards Summit) will show the value of establishing communications protocols between standards development organizations (SDOs), why this behind-the-scenes collaboration advances the industry, and demonstrate the arbitration and intermediation between standards groups to avoid duplicity and counterproductive effort.

ROUND TABLE

Discussion on Day 1

The Fully Networked Car

3 MARCH, DAY 2
ENTRANCE DOOR E3, ROOM D

10:30-12:00 **Session 4: eCall**

Mr Wolfgang A. Reinhardt, *Director Regulatory Affairs, ACEA (Association des constructeurs européens d'automobiles/European Automobile Manufacturers Association)*

The EU, along with ACEA, the European Automobile Manufacturers Association, and ERTICO, the European, not-for-profit public/private partnership for the implementation of intelligent transport systems, signed a memorandum of understanding that aims at realizing an interoperable, pan-European in-vehicle emergency call. Experts will discuss how in-vehicle emergency calls (eCall) can speed up the response of the emergency services and potentially reduce the number of fatalities, severity of injuries and stress in post-crash situations.

14:00-15:30 **Session 5: Diagnostics**

Mr Pierre Maletterre, *PSA*

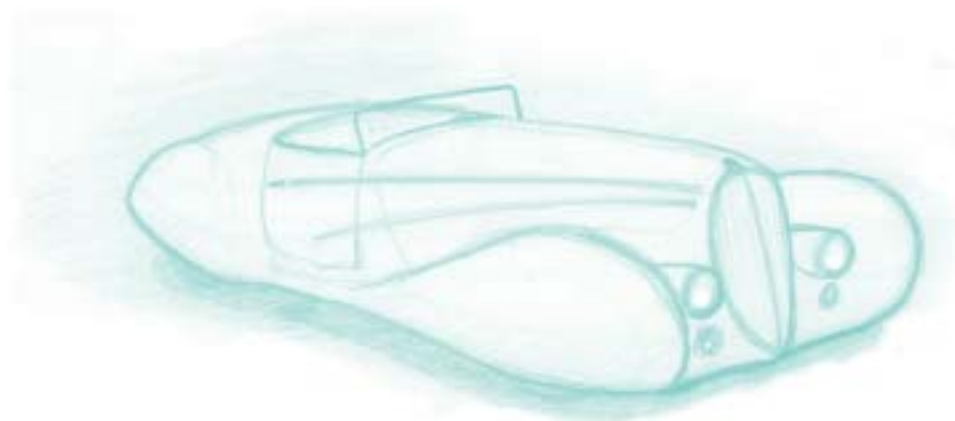
This session will explore advances in on- and off-board vehicle diagnostics that could communicate vehicle data in order to diagnose problems before they become an issue and react accordingly for improved reliability and operator awareness.

16:00-17:30 **Session 6: Network Platforms**

Mr Russell Shields, *ISO TC-204 WG16, Ygomi LLC*

Experts will discuss current direction in both wired and wireless networks, both in-vehicle and for communication between vehicles and road infrastructure. Speakers will examine requirements of the underlying network to support new applications and services (protocols and access technologies) necessary for extra-vehicle communication.

ROUND TABLE **Discussion on Day 2**



The Fully Networked Car

4 MARCH, DAY 3
ENTRANCE DOOR E3, ROOM D

10:30-12:00

Session 7: In-Vehicle Devices and the Human Machine Interface (including Voice Interface)

14:00-15:30

Mr Jean-Yves Monfort, *Chairman of ITU-T Study Group 12, France Telecom, and*
Mr Jean-Pierre Cheynet, *Chairman of ISO TC-22 "Road vehicles", Bureau de Normalisation de l'Automobile*

With the introduction of extra-vehicle communication, in-vehicle devices will change to incorporate methods and technologies that allow multiple use and increased functionality to support new applications and services. Presenters will also discuss the major issues in HMI with regard to driver distraction, information management and data presentation, the operational problems of speech transmission and processing systems when used in mobile environments and outline possible solutions based on acoustic and digital technologies. Presentations will highlight on-going work in standards in this area and requirements for enabling the effective exploitation of new technologies.

16:00-17:30

Session 8: Seamless Communications on the Move

Mr Pierre-André Probst, *Chairman of ITU-T Study Group 16, OFCOM, Switzerland*

Supporting communication between anyone, any device, anytime and anywhere is becoming the major challenge for the makers of future telecommunication network platforms. A major goal is to bring to market multimedia communication solutions with seamless network interconnectivity for business customers on the move. This session will cover the evolution towards ubiquitous applications and services as well as in-vehicle solutions.

18:00-19:30

Session 9: Round Table Discussion and Wrap-up Session

Mr Paul Najarian, *Director of Telecommunications & Standards, Intelligent Transportation Society of America*

For updated information, online registration and a live audio broadcast of the workshop, please see:
www.itu.int/ITU-T/worksem/ict-auto/index.html

For more information on ITU-T workshops:	http://www.itu.int/ITU-T/worksem/
For information on ITU-T:	http://www.itu.int/ITU-T/
For news and subscription to the ITU-T e-flash:	http://www.itu.int/ITU-T/news/
For ITU-T membership information:	http://www.itu.int/ITU-T/membership/
Workshops contact:	tsbworkshops@itu.int

ITU Telecommunication Standardization Bureau (ITU-T) • Place des Nations • CH-1211 Geneva 20 • Switzerland

Jointly organized by:

